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**WINSTON, MARLBORO AND DISCOUNT SHARE PERFORMANCE
NIELSEN WEEKLY C-STORES**

WINSTON FREE PRODUCT - INVENTORY BUILD PERIOD

		<u>MARLBORO</u>	<u>WINSTON FREE PROD.</u>	<u>DISCOUNT</u>
PRE-PROMOTIONAL PERIOD	(4 WKS 7/31/93)	29.21	0.13	35.61
PEAK-PROMOTIONAL PERIOD	(4 WKS 10/9/93)	<u>29.06</u>	<u>2.53</u>	<u>33.24</u>
DIFFERENCE		-0.15	2.40	-2.37

WINSTON FREE PRODUCT - INVENTORY DEPLETION PERIOD

		<u>MARLBORO</u>	<u>WINSTON FREE PROD.</u>	<u>DISCOUNT</u>
PEAK-PROMOTIONAL PERIOD	(4 WKS 10/9/93)	29.06	2.53	33.24
POST-PROMOTIONAL PERIOD	(4 WKS 1/8/94)	<u>29.97</u>	<u>0.11</u>	<u>32.55</u>
DIFFERENCE		0.91	-2.42	-0.69

SUMMARY